

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1. (Currently Amended) A system comprising:
a processor configured to receive first input that selects ~~an item~~ a sales packet to be printed and second input that selects an event, from a menu of events relating to activity in a sales management database, that indicates at least one of addition of a new sales contact or a change of status of an existing sales contact; and
storage configured to store an event rule that relates the event and the ~~item~~ sales packet,
wherein the processor is configured to ~~automatically~~ generate a print order ~~relating to~~ for ~~the item~~ the sales packet in response to occurrence of the event.
2. (Currently Amended) The system of claim [[1]] ~~80, wherein the event comprises at least one of a new contact being added to the sales management database or a change to the sales management database indicative of a contact rising to a new status level wherein the processor is further configured to include data from the at least one of the data field or the data table in the print order.~~
3. (Previously Presented) The system of claim 1, wherein the processor is further configured to receive third input that specifies a destination for an output of the print order.
4. (Previously Presented) The system of claim 1, wherein the processor is further configured to receive third input that specifies a time at which a result of the print order is to be sent to a sales contact.
5. (Previously Presented) The system of claim 1,
wherein the processor is further configured to receive third input that specifies a time at which a result of the print order is to be sent to a salesperson associated with a sales contact.

6. (Currently Amended) The system of claim 1, ~~wherein the item is one of a set of items that relate to different versions of sales packets wherein the first input selects the sales packet from a list of available sales packets having respective different versions.~~

7. (Currently Amended) A method₁ comprising:

selecting, via a first display region, ~~an item~~ a sales packet that contains information from a sales management database;

selecting, via a second display region, an event relating to a change in the sales management database indicative of at least one of addition of a new sales contact or a change in status of an existing sales contact; and

~~automatically~~ generating a print order for the ~~item~~ sales packet in response to detecting occurrence of the event.

8. (Currently Amended) The method according to claim ~~[[7]]~~ 81, further comprising ~~designating the change to be at least one of a new contact being added to the sales management database or a change to a data field or a table in the sales management database indicative of a contact rising to a new level of contact mapping data from at least one of the data field or the data table to the print order.~~

9. (Currently Amended) An interface₂ comprising:

a first display region configured to display ~~an item~~ an indication of a sales packet to be printed; and

a second display region configured to display a menu of events for occurrence in a sales management database, wherein~~[[1.]]~~

the events respectively relate to at least one of addition of a new sales contact or a change of status of an existing sales contact, and

in response to occurrence of an event selected from the menu of events, a print order for the sales packet is ~~automatically~~ generated.

10. (Withdrawn – Previously Presented) The interface of claim 9, further comprising:
a third display region configured to display a time at which an event message related to the print order is to be released.
11. (Withdrawn – Previously Presented) The interface of claim 10, wherein the third display region is configured to indicate that the event message is to be automatically released.
12. (Withdrawn – Previously Presented) The interface of claim 10, wherein the third display region is configured to indicate that the print order is to be released in response to a determination that a number of events has reached a predetermined number.
13. (Withdrawn – Previously Presented) The interface of claim 10, wherein the third display region is configured to indicate that the print order is to be released after a period of time.
14. (Withdrawn – Previously Presented) The interface of claim 10, wherein the third display region is configured to indicate that the print order is to be released after approval from an entity.
15. (Withdrawn – Previously Presented) The interface of claim 9, further comprising a third display region configured to receive designation of a minimum inventory number.
16. (Withdrawn – Previously Presented) The interface of claim 9, further comprising a third display region configured to receive designation of an amount to increase a quantity in which the item is to be imaged.

17. (Currently Amended) A method comprising:
displaying a list of events relating to [[a]] ~~respective~~ changes in a sales management database, the ~~respective~~ changes indicative of to at least one of addition of a new sales contact or a change of status of an existing sales contact;
receiving a selection of an event from the list of events;
displaying a ~~list of items~~ set of sales brochures to be automatically imaged in response to occurrence of ~~at least one of~~ the event~~[[s]]~~;
receiving a selection of ~~an item~~ a sales brochure of the ~~list of items~~ set of sales brochures;
~~and~~
storing the event and ~~said the item~~ sales brochure; ~~and~~
generating a print order for the sales brochure in response to detecting the occurrence of the event.
18. (Currently Amended) The method of claim 17, ~~further comprising automatically generating a print order in response to occurrence of the event in the sales management database, wherein the generating the print order including~~ includes providing an indication that the ~~item sales brochure~~ is to be imaged.
19. (Currently Amended) The method of claim ~~[[18]]~~ 17, further comprising printing the ~~item sales brochure~~ onto a physical medium in accordance with the print order.
20. (Currently Amended) The method of claim ~~[[18]]~~ 17, further comprising generating an electronic version of the ~~item sales brochure in accordance with the print order.~~
21. (Currently Amended) The method of claim 17, ~~wherein the displaying the list of items includes displaying at least one of an image business card, an image brochure, an image sales packet, an image product flyer, or an image reprint~~ further comprising monitoring at least one of a data field or a data table in the sales management database for the occurrence of the event.
22. (Cancelled)

23. (Currently Amended) The method of claim [[18]] 17, further comprising processing the print order to include additional information not present in the print order.
24. (Currently Amended) The method of claim 17, further comprising transmitting a notification of the event across a network.
25. (Withdrawn – Previously Presented) The method of claim 17, further comprising defining the list of events to relate to activity in a human resources database.
26. (Withdrawn – Previously Presented) The method of claim 17, further comprising defining the list of events to relate to activity in an inventory control database.
27. (Withdrawn – Previously Presented) The method of claim 17, further comprising defining the list of events to relate to activity in a manufacturing database.
28. (Withdrawn – Previously Presented) The method of claim 17, further comprising defining the list of events to relate to activity in a publishing database.
29. (Withdrawn – Previously Presented) The method of claim 23, wherein the processing includes extracting the additional information from a second database.
30. (Currently Amended) A computer-readable medium having stored thereon computer-executable instructions that, in response to execution, cause a computing device system to perform operations including:
- displaying a list set of events ~~capable of occurring that define respective changes~~ in a sales management database, the respective changes indicating at least one of addition of a new sales contact or a change of status of an existing contact;
 - receiving a selection of an event of the list set of events;
 - displaying a list set of ~~items~~ sales materials capable of being imaged in response to occurrence of ~~at least one the event of the list of events;~~
 - receiving a selection of ~~an item~~ a subset of the sales materials of the list set of ~~items~~ sales

materials; and

storing the event and the ~~item~~ selection; and

generating a print order for the subset of the sales materials in response to the occurrence of the event.

31. (Currently Amended) The computer-readable medium of claim 30, ~~the operations further including automatically generating a print order in response to occurrence of the event in the sales management database, wherein the~~ generating the print order including includes providing an indication that the ~~item~~ subset of the sales materials is to be imaged.

32. (Currently Amended) The computer-readable medium of claim ~~[[31]]~~ 30, the operations further including, in response to the ~~automatically~~ generating the print order, printing the ~~item~~ sales packet onto a physical medium.

33. (Currently Amended) The computer-readable medium of claim ~~[[31]]~~ 30, the operations further including, in response to the ~~automatically~~ generating the print order, generating an electronic version of the ~~item~~ subset of the sales materials.

34. (Currently Amended) The computer-readable medium of claim 30, ~~wherein the displaying the list of items includes displaying at least one of an image business card, an image brochure, an image sales packet, an image product flyer, or an image reprint~~ the operations further including monitoring at least one of a data field or a data table in the sales management database for the occurrence of the event.

35. (Cancelled)

36. (Currently Amended) The computer-readable medium of claim ~~[[31]]~~ 30, the operations further including processing the print order to include additional information not present in the print order as generated.

37. (Currently Amended) The computer-readable medium of claim 36, the operations further including transmitting an indication of the event across a network of computers including the Internet.
38. (Withdrawn – Previously Presented) The computer-readable medium of claim 30, wherein the database is a human resources database.
39. (Withdrawn – Previously Presented) The computer-readable medium of claim 30, wherein the database is an inventory control database.
40. (Withdrawn – Previously Presented) The computer-readable medium of claim 30, wherein the database is a manufacturing database.
41. (Withdrawn – Previously Presented) The computer-readable medium of claim 30, wherein the database is a publishing database.
42. (Withdrawn – Previously Presented) The computer-readable medium of claim 36, wherein the processing of the print order includes extracting the additional information from a second database.
43. (Currently Amended) A system, comprising:
a display having a first display region configured to display ~~an item~~ a sales brochure to be printed and a second display region configured to display a menu of events associated with ~~activity~~ respective changes in a sales management database, the respective changes indicative of at least one of a new sales contact added to the sales management database or a change of status of an existing sales contact;
a processor configured to receive input that selects the ~~item~~ sales brochure to be printed and an event from the menu of events; and
a storage component configured to store an event rule relating the event and the ~~item~~ sales brochure.

wherein the processor is further configured to, in response to ~~occurrence~~ performance of the event, generate a print order for the sales brochure relating to the item ~~is automatically generated~~.

44. (Withdrawn – Previously Presented) The system of claim 43, the display further comprising:

a third display region configured to display a time at which an event message related to the print order is to be released.

45. (Withdrawn – Previously Presented) The system of claim 44, wherein the third display region is configured to indicate that the event message is to be automatically released.

46. (Withdrawn – Previously Presented) The system of claim 44, wherein ~~said~~ the third display region is configured to indicate that the print order is to be released in response to a number of events reaching a predetermined number.

47. (Withdrawn – Previously Presented) The system ~~for~~ of claim 44, wherein the third display region is configured to indicate that the print order is to be released after a period of time.

48. (Withdrawn – Previously Presented) The system of claim 44, wherein the third display region is configured to indicate that the print order is to be released after approval from one or more entities.

49. (Withdrawn – Previously Presented) The system of claim 43, further comprising a third display region is configured to receive designation of a minimum inventory number.

50. (Withdrawn – Previously Presented) The system of claim 43, further comprising a third display region configured to receive designation of an amount to increase a quantity in which the item is to be imaged.

51. (Currently Amended) The system of claim 43, wherein the print order includes an indication that the ~~item~~ sales brochure is to be imaged.
52. (Currently Amended) The system of claim 51, wherein imaging the ~~item~~ print order includes ~~printing the item~~ an indication that the sales brochure is to be imaged onto a physical medium.
53. (Currently Amended) The system of claim 51, wherein ~~imaging the item~~ the print order includes ~~generating an indication that~~ an electronic version of the item sales brochure is to be generated.
54. (Cancelled)
55. (Withdrawn – Previously Presented) A system comprising:
a display having a first display region configured to display an item to be printed and a second display region configured to display a menu of events associated with the human resources database;
a processor configured to receive first input for selection of the item to be printed and second input for selection of an event from the menu of events; and
a storage configured to store an event rule relating the event and the item, wherein the processor is further configured to automatically generate a print order for the item in response to occurrence of the event.
56. (Withdrawn – Previously Presented) The system for of claim 55, wherein the menu of events includes at least one of addition of a new employee modification of an employee location, modification of an employee title, modification of an employee phone number, modification of an employee facsimile number, or modification of an employee email address.
57. (Withdrawn – Previously Presented) The system of claim 55, further comprising:
a third display region configured to display a time at which an event message related to the print order is to be released.

58. (Withdrawn – Previously Presented) The system of claim 57, wherein ~~said~~ the third display region is configured to indicate that the event message is to be automatically released.
59. (Withdrawn – Previously Presented) The system of claim 57, wherein the third display region is configured to indicate that the print order is to be released in response to a number of events reaching a predetermined number.
60. (Withdrawn – Previously Presented) The system of claim 57, wherein the third display region is configured to indicate that the print order is to be released after a period of time.
61. (Withdrawn – Previously Presented) The system of claim 57, wherein the third display region is configured to indicate that the print order is to be released after approval from at least one entity.
62. (Withdrawn – Previously Presented) The system of claim 55, wherein the print order includes an indication that the item is to be imaged.
63. (Withdrawn – Previously Presented) The system of claim 62, wherein the print order specifies that the item is to be printed onto a physical medium.
64. (Withdrawn – Previously Presented) The system of claim 62, wherein the print order specifies that an electronic version of the item is to be generated.
65. (Withdrawn – Previously Presented) The system of claim 55, further comprising:
a third display region configured to display a time at which a result of the print order ~~are~~ is to be sent to a client.
66. (Withdrawn – Previously Presented) The system of claim 65, wherein the third region is configured to indicate that a result of imaging the print order is to be sent to a client in response to the print order being fulfilled.

67. (Withdrawn – Previously Presented) The system of claim 65, wherein the third display region is configured to indicate that the result is to be held until a predetermined date prior to sending the result to the client.
68. (Withdrawn – Previously Presented) The system of claim 65, wherein the third display region is configured to indicate that the result is to be sent to a specific address.
69. (Withdrawn – Previously Presented) The system of claim 55, wherein the processor is part of an expert system.
70. (Withdrawn – Previously Presented) A method comprising:
selecting, from a first display region, an item that contains information from a human resources database;
selecting, from a second display region, an event capable of occurring in the human resources database; and
automatically generating a print order for the item in response to detecting the event.
71. (Withdrawn – Previously Presented) The method of claim 70, wherein the selecting the event includes selecting a change in the human resources database in at least one of a new employee being added, an employee's location changing, or an employee receiving a new title, a new phone number, a new facsimile number, or a new email.
72. (Withdrawn – Previously Presented) A system comprising:
a display comprising a first display region configured to display an item to be printed and a second display region configured to display a menu of events associated with a publishing database;
a processor configured to receive first input to select the item and second input to select an event from the menu of events; and
storage configured to store an event rule relating the event to the item,
wherein the processor is further configured to automatically generate a print order relating to the item in response to occurrence of the event.

73. (Withdrawn – Previously Presented) The system of claim 72, wherein the menu of events includes at least one event comprising at least one of a quantity of orders exceeding a predetermined number or a period between filling orders reaching a predefined period.
74. (Withdrawn – Previously Presented) The system of claim 72, further comprising:
a third display region configured to display a title of a publication.
75. (Withdrawn – Previously Presented) The system of claim 72, wherein the item relates to reprints of publications or covers of publications.
76. (Withdrawn – Previously Presented) The system of claim 72, further comprising:
a third display region configured to designate a quantity over a number of orders a current print job is to be run.
77. (Withdrawn – Previously Presented) A method comprising:
receiving selection, via a first display region, of an item that contains information from a publishing database;
receiving selection, via a second display region, of an event capable of occurring in ~~said~~ the publishing database; and
automatically generating a print order regarding the designating item in response to detection of the designated event.
78. (Withdrawn – Previously Presented) The method of claim 77, wherein the receiving selection of the event includes receiving selection of a change in the publishing database in at least one of orders for a reprint of a publication exceeding a predetermined number or an order remaining unfulfilled for a predetermined period of time.
79. (Currently Amended) The system of claim 1, further comprising a display having a first display region configured to display the ~~item~~ sales packet to be printed and a second display region configured to display the menu of events associated with the sales management database.

80. (Previously Presented) The system of claim 1, further comprising a monitoring component configured to monitor at least one of a data field or a data table in the sales management database for the occurrence of the event.
81. (Previously Presented) The method of claim 7, wherein the detecting the occurrence of the event includes monitoring at least one of a data field or a data table of the sales management database.
82. (Currently Amended) The method of claim 24, wherein the transmitting includes transmitting an indication of the event over the Internet.
83. (New) The system of claim 1, wherein the processor is further configured to send the print order to a printing vendor.
84. (New) The system of claim 83, wherein the processor is further configured to receive third input specifying a maximum cost for fulfilling the print order and to select the printing vendor based on the maximum cost, and wherein the storage is further configured to store the third input with the event rule.
85. (New) The system of claim 83, wherein the processor is further configured to:
generate, in response to the occurrence of the event, a shipping order that schedules pick-up of a product generated in response to the print order, wherein the shipping order indicates a time that the product is to be picked up; and
send the shipping order to a shipping vendor.
86. (New) The method of claim 7, further comprising transmitting the print order to a printing vendor.

87. (New) The method of claim 86, further comprising:
specifying, via a third display region, a maximum cost for a product printed in accordance with the print order; and
selecting the printing vendor based on the maximum cost.
88. (New) The method of claim 86, further comprising:
generating, in response to detecting occurrence of the event, a shipping order specifying a time for picking up a product printed in accordance with the print order; and
transmitting the shipping order to a shipping vendor.
89. (New) The method of claim 17, further comprising sending the print order to a printing vendor.
90. (New) The method of claim 89, further comprising:
receiving a selection of a cost requirement in connection with fulfilling the print order;
and
selecting the printing vendor based on a determination that the printing vendor is capable of satisfying the cost requirement.
91. (New) The method of claim 89, further comprising:
generating a shipping order in response to detecting the change, the shipping order specifying a time at which a printed product generated in accordance with the print order is to be picked up; and
sending the shipping order to a shipping vendor.